

DUTY STATEMENT

GS 907T (REV. 04/02)

SHADED AREA FOR HUMAN RESOURCES ONLY**INSTRUCTIONS:**

RPA- 09/10

EFFECTIVE DATE:

017-CCFC

1. DGS OFFICE OR CLIENT AGENCY First 5 California	POSITION NUMBER (Agency - Unit - Class - Serial) 319-001-5595-900
2. UNIT NAME AND CITY LOCATED External and Governmental Affairs	3. CLASS TITLE Information Officer II (Supervisory)
4. WORKING HOURS/SCHEDULE TO BE WORKED 8 a.m. to 5 p.m.	5. SPECIFIC LOCATION ASSIGNED TO Sacramento
6. PROPOSED INCUMBENT (If known)	7. CURRENT POSITION NUMBER (Agency - Unit - Class - Serial) 319-001-5595-900

YOU ARE A VALUED MEMBER OF THE DEPARTMENT'S TEAM. YOU ARE EXPECTED TO WORK COOPERATIVELY WITH TEAM MEMBERS AND OTHERS TO ENABLE THE DEPARTMENT TO PROVIDE THE HIGHEST LEVEL OF SERVICE POSSIBLE. YOUR CREATIVITY AND PRODUCTIVITY ARE ENCOURAGED. YOUR EFFORTS TO TREAT OTHERS FAIRLY, HONESTLY, AND WITH RESPECT ARE IMPORTANT TO EVERYONE WHO WORKS WITH YOU.

8. BRIEFLY (1 or 2 sentences) DESCRIBE THE POSITION'S ORGANIZATIONAL SETTING AND MAJOR FUNCTIONS

Under the general direction of the Deputy Director for External and Governmental Affairs, the Information Officer II (IO II) acts as the public communications advisor to Executive Staff and the State Commission. The IO II performs the duties required to implement First 5 California's strategic plan which includes planning, implementation, coordination, evaluation, and management of the Commission's public education and outreach campaigns. The incumbent is responsible for developing and administering the First 5 California Media and Public Education and Outreach contracts.

9. Percentage of time performing duties	10. Indicate the duties and responsibilities assigned to the position and the percentage of time spent on each. Group related tasks under the same percentage with the highest percentage first. <i>(Use additional sheet if necessary)</i>
30%	<p>The Information Officer II assists the Deputy Director for External and Governmental Affairs in the development, oversight, and approval of all public education and outreach programs and activities within First 5 California that support the early development of children from prenatal to age 5, including hard-to-reach, special needs, and low income children and their families.</p> <p>ESSENTIAL FUNCTIONS</p> <p>In accordance with Proposition 10, also known as the California Children and Families Act of 1998, the incumbent will conduct the following:</p> <ul style="list-style-type: none"> • Develop and implement a multi-year, comprehensive public education and outreach plan consistent with the goals and objectives of First 5 California's strategic plan. • Staff and support the Executive Director and appointed Commissioners in their roles as representatives of First 5 California at applicable media events. • Perform media duties, including media kit development, media list updates, media events support, research, and respond to media queries and create messages. • Prepare briefing materials, speeches, talking points, and other documents supporting First 5 California's programs and services that reflect the State Commission's policy agenda. • Analyze the extent of public understanding of the programs and services provided by First 5 California in the legislative and media arena. • Provide guidance and direction related to opportunities to enhance media, education, advertising, and public relations outreach. • Recommend and coordinate education and outreach activities related to community-based organizations.

11. SUPERVISOR'S STATEMENT: I HAVE DISCUSSED THE DUTIES OF THE POSITION WITH THE EMPLOYEE

SUPERVISOR'S NAME (Print)	SUPERVISOR'S SIGNATURE	DATE
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12. EMPLOYEE'S STATEMENT: I HAVE DISCUSSED WITH MY SUPERVISOR THE DUTIES OF THE POSITION AND HAVE RECEIVED A COPY OF THE DUTY STATEMENT

The statements contained in this duty statement reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absence of relief, to equalize peak work periods or otherwise to balance the workload.

EMPLOYEE'S NAME (Print)	EMPLOYEE'S SIGNATURE	DATE
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30%	<ul style="list-style-type: none"> • Write or direct the writing of news releases, newsletters, advisories, and social media postings (e.g., Twitter and Facebook). • Coordinate participation in media events with contractor and others, as applicable. • Represent the Deputy Director or other Executive Management staff at specialized events. • Under the direction of the Deputy Director, act as spokesperson to the media and other public entities representing First 5 California. • Maintain ongoing relationships with social media, print media, and other stakeholders. • Identify ethnic media markets and ensure frequent and accurate reporting of programs and services throughout these markets. <p>In order to implement First 5 California's education and public outreach plan, the incumbent will direct all contract activity necessary to achieve the public education and outreach outcomes at the federal, state, and local levels. These duties will include the following:</p> <ul style="list-style-type: none"> • Direct the development and implementation of multi-million dollar public education and outreach competitive and non-competitive bid contracts and procurements. • Draft specifications to meet the competitive bid contract process, including scope of work, evaluations, deliverables, invoice requirements, and work plan applications. • Serve as lead in all negotiations with potential contractors and make recommendations to the Deputy Director. • Monitor and evaluate work of contractors; provide guidance and direction. • Review and approve contract deliverables. • Act as spokesperson of activities related to contracts, services, programs, and Commission activities. • Develop and update standardized contract language related to the promotion of First 5 California in such areas as parent education, early childhood development, and children's health. • Maintain positive working relationships with contractors to ensure full scope of work is conducted.
20%	<p>In accordance with the California Children and Families Act, and utilizing Microsoft Office applications or other desktop publishing software, such as Quark Express, Adobe PhotoShop, and Adobe Illustrator:</p> <ul style="list-style-type: none"> • Write, edit, and proofread multiple categories of print and online publications, news releases, speeches, newsletters, and brochures. • Review and edit media materials, newsletters, brochures, as well as other public documents submitted by media or public relations contractors, for final submission and approval by the Deputy Director and Executive Staff prior to release.
15%	<p>In order to ensure all applicable personnel laws and rules are adhered to in performing supervisory duties, the incumbent will:</p> <ul style="list-style-type: none"> • Advise executive management and staff on all personnel, labor relations, training, and management analysis matters. • Directly supervise subordinate staff in daily activities. • Manage the recruitment and appointment process for all subordinate staff. • Review, approve and/or respond to staff requests for leave usage. • Identify and monitor performance expectations utilizing the Essential Functions Duty Statement, probationary reports and/or performance evaluation plans. • Convey expectations to the employee via written and verbal communication/direction. • Apply progressive supervisory strategies that include preventive actions and corrective interventions.

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5%	<p>In order to establish and maximize partnership opportunities, the incumbent will:</p> <ul style="list-style-type: none"> • Represent First 5 California at stakeholder meetings to facilitate collaboration with federal, state, and local agencies, including First 5 commissions in 58 counties. • Seek out and coordinate opportunities to leverage support and awareness of the importance of health and early learning in school readiness. • Create informational networks to share print and social media information and messages with California's diverse populations. • Provide public education and outreach technical assistance and support to First 5 county commissions. <p>KNOWLEDGE AND ABILITIES</p> <p><i>Knowledge of:</i> Methods used to determine needs for public information and education; techniques of preparing, producing, and disseminating information, utilizing all major media of communication; principles and techniques of establishing and maintaining positive public relations; California State Government; principles of public administration; and effective supervision. Knowledge of State agency tobacco and other education media campaigns; Web site maintenance and content development; and desktop publishing techniques and programs.</p> <p><i>Ability to:</i> Organize and direct a statewide program of public information and education; write effectively; analyze data; supervise the work of an information staff; stimulated understanding of First 5 California's programs and activities and secure the cooperation of diverse groups in conducting that program.</p> <p>DESIRABLE QUALIFICATIONS</p> <ul style="list-style-type: none"> • Knowledge of current media industry trends • Ability to manage and support change • Ability to adapt easily to change and to act effectively under pressure • Ability to establish and maintain cooperative working relations with news media and other public groups • Ability to meet tight deadlines • Act as a team or conference leader <p>INTERPERSONAL SKILLS</p> <ul style="list-style-type: none"> • Ability to act with initiative and independence with accountability • Possess patience, open-mindedness, flexibility, and tact • Interact successfully in a team environment <p>WORK ENVIRONMENT, PHYSICAL, OR MENTAL ABILITIES</p> <ul style="list-style-type: none"> • Function effectively under stress and deadlines • Function effectively in automated environment • May require overtime and travel • Appropriate dress for professional work environment in case called upon to be interviewed by the media or speak publicly • Express ideas and facts orally in a clear and understandable manner that sustains listener attention and interest; tailor oral communication to the intended purpose and audience • Understand and use written information that may be presented in a variety of formats, such as text, tables, lists, figures, and diagrams • Select reading strategies appropriate to the purpose, such as skimming for highlights, reading for detail, reading for meaning, and critical analysis • Express ideas and information in written form clearly, succinctly, accurately, and in an organized manner; use English language conventions of spelling, punctuation, grammar, and sentence and paragraph structure; and tailor written communication to the intended purpose and audience.